

U.S. Environmental Protection Agency

EPA Region 5 Veteran Small Business and Grants Opportunity Conference

**Lamont O. Norwood, Direct Procurement Team
Leader**

Office of Small and Disadvantaged Business Utilization

November 14, 2007



U.S. Environmental Protection Agency

EPA Region 5 Veteran Small Business and Grants Opportunity Conference

**Lamont O. Norwood, Direct Procurement Team
Leader**

Office of Small and Disadvantaged Business Utilization

November 14, 2007



OSDBU Mission

Small Businesses ~ Making a Difference

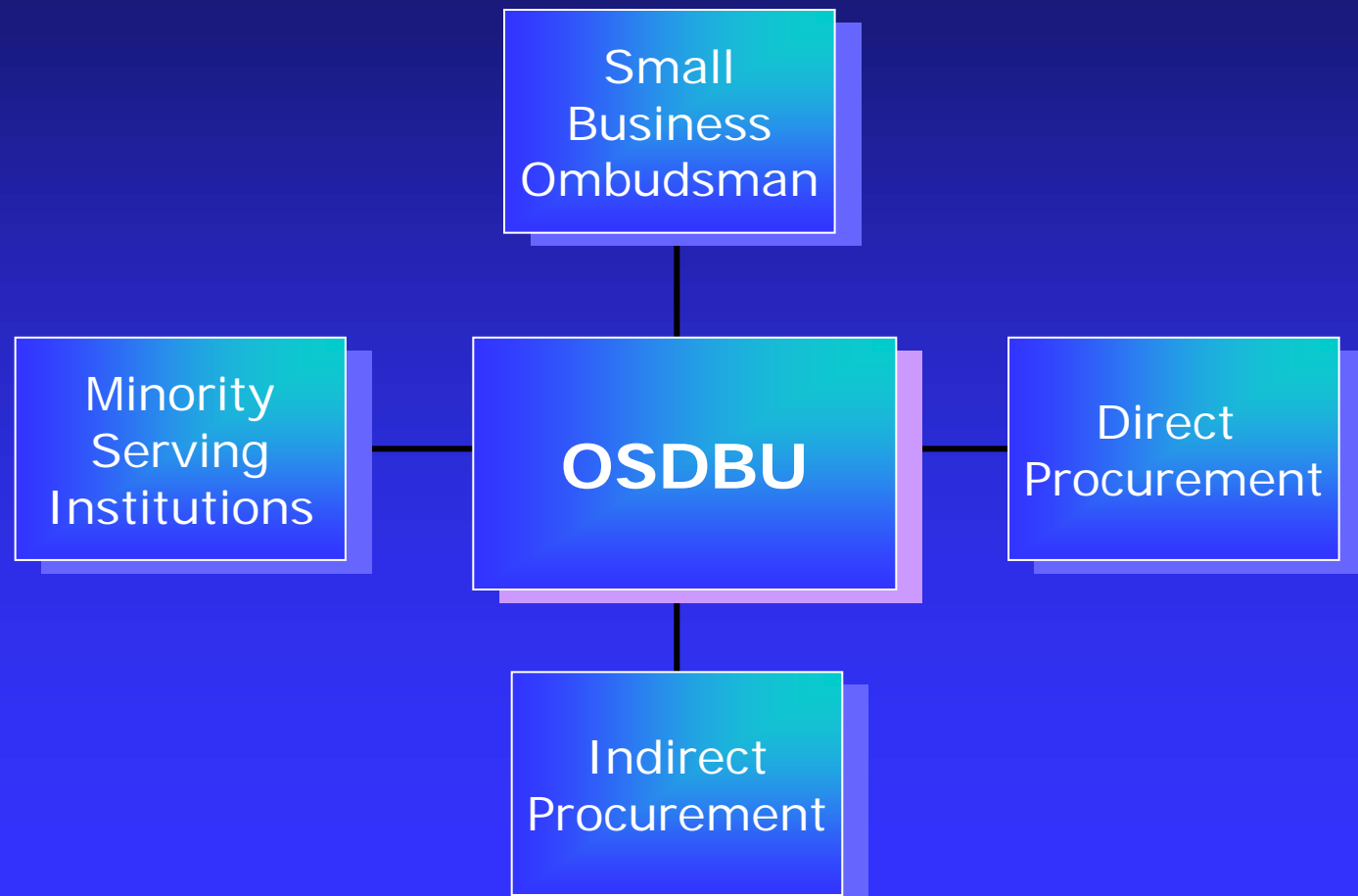
The Mission of the U.S. Environmental Protection Agency's Office of Small and Disadvantaged Business Utilization is to support the protection of the environment and human health by fostering opportunities for partnerships, contracts, subagreements, and grants for small and socioeconomically disadvantaged concerns.

Why OSDBU Exists

Section 15(k) of the Small Business Act requires that all federal agencies with procurement powers establish an Office of Small and Disadvantaged Business Utilization (OSDBU) and specifies which functions OSDBU Directors are responsible for carrying out in their roles as advocates for small businesses. To learn more, visit www.osdbu.gov.

1. Supervisory authority over personnel
2. Working with Agency acquisition officials
3. Identifying solicitations
4. Facilitating small business participation
5. Assisting small businesses to obtain payments from the Agency
6. Assisting small businesses to obtain payments from prime contractors
7. Determining/Reviewing individual acquisitions for small business set-asides
8. Assigning a small business technical advisor

OSDBU Program Components



www.epa.gov/osdbu

EPA Direct Procurement Program



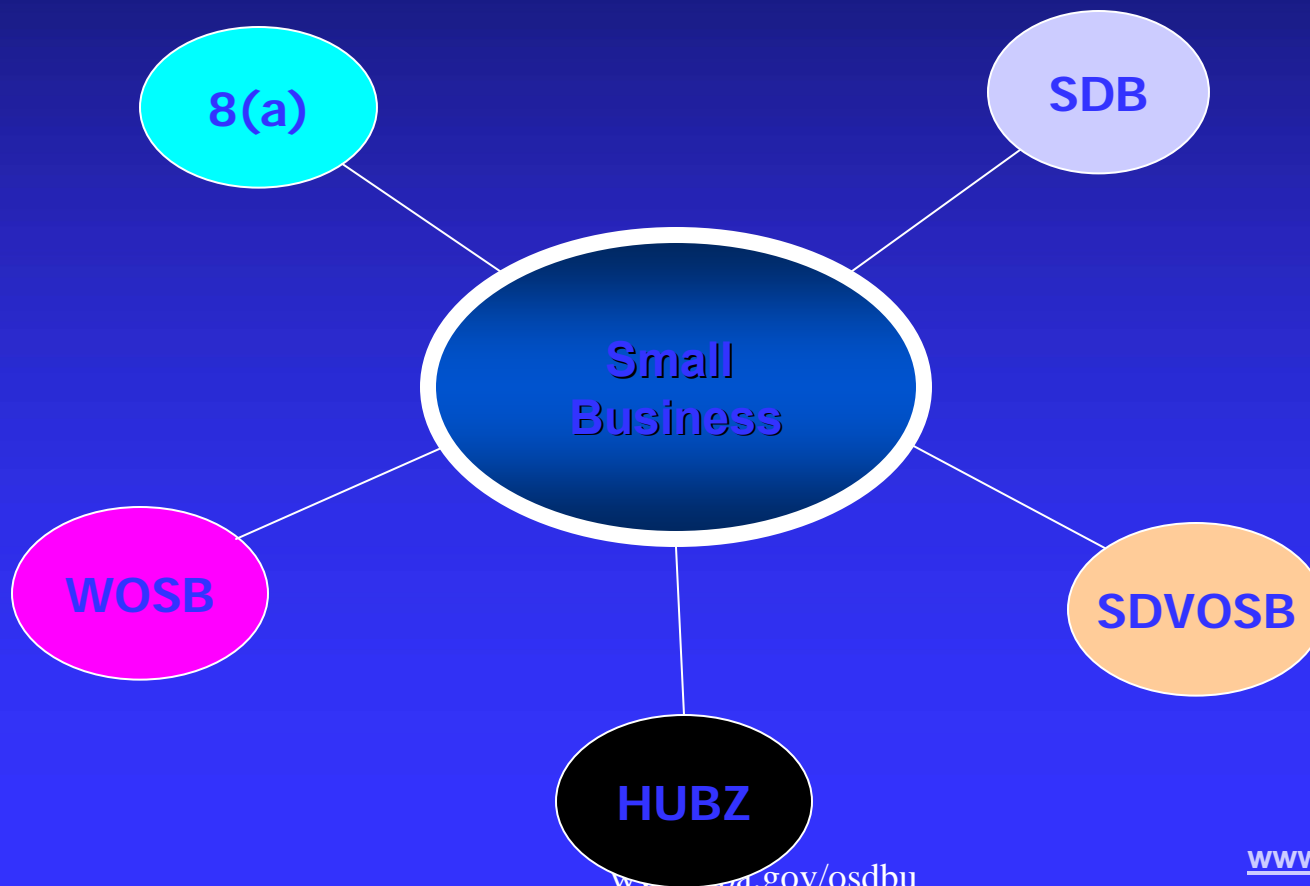
**EPA's Direct
Procurement
Program
(Acquisition)**

≈\$1.2 Billion



Direct Procurement Program

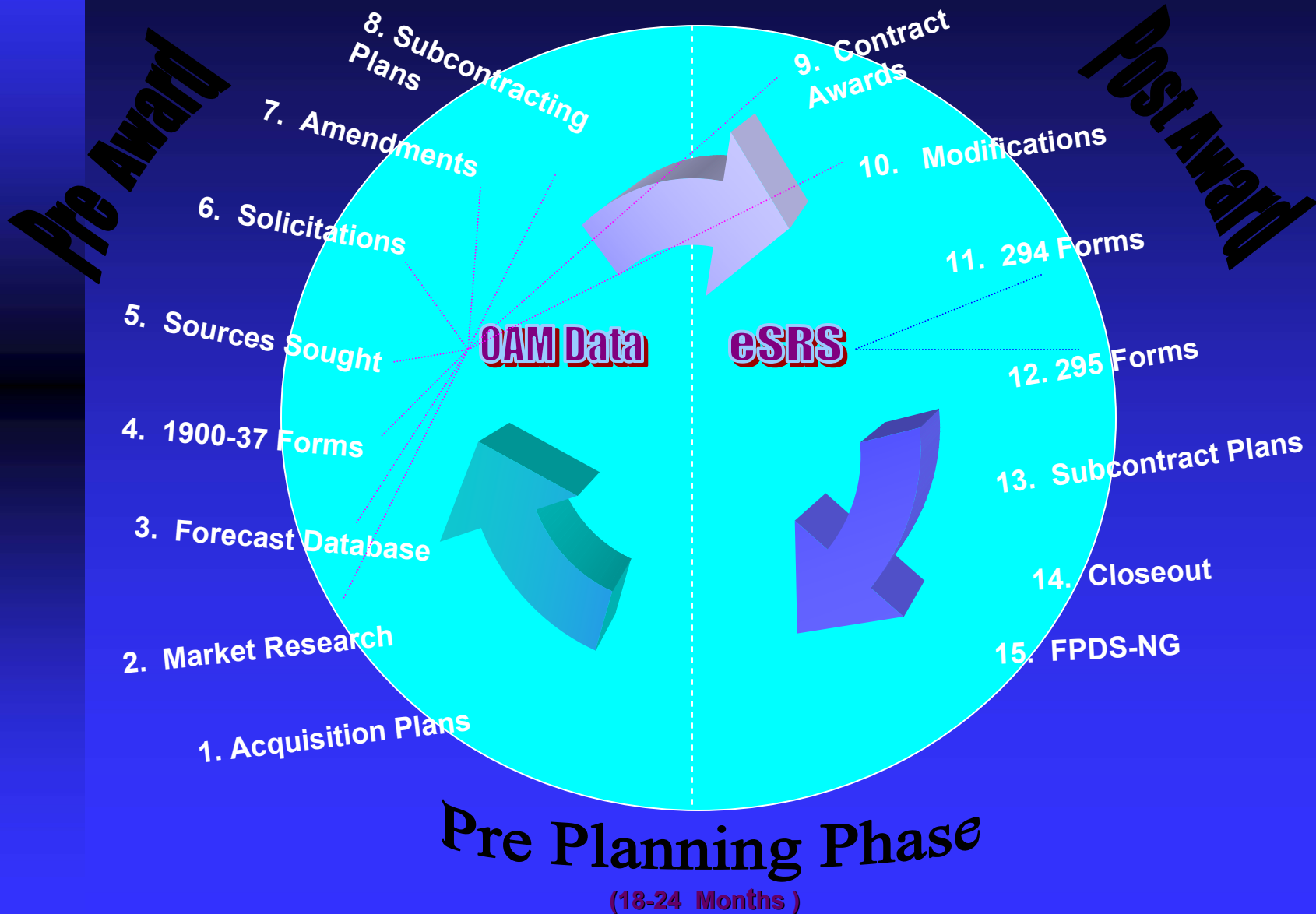
Small Business Sectors



www.epa.gov/osdbu

www.epa.gov/osdbu

Acquisition Process Circle



Small Business Goals by Percentages

Based on estimated contract obligations of \$1.2 Billion for Direct and \$200 Million for Subcontract

Fiscal Years 2006/2007

Estimated Obligations	Negotiated	
Direct	Dollar Value	Goal
Small Businesses	\$432M	36.0%
8(a) Businesses	\$90 M	*7.5%
Non 8(a) Small Disadvantaged Businesses	\$36 M	*3.0%
Women-Owned Small Businesses	\$66 M	5.5%
HUBZone Businesses	\$36 M	3.0%
Service Disabled Veteran-Owned Small Businesses	\$36 M	3.0%
Subcontract	Dollar Value	Goal
Small Businesses	\$100 M	50.0%
Small Disadvantaged Businesses	\$40 M	20.0%
Women-Owned Businesses	\$15 M	7.5%
HUBZone Businesses	\$6 M	3.0%
Services Disabled Veteran-Owned Small Businesses	\$6 M	3.0%

NOTE: Subcontracting goals are subject to increase in individual solicitations in an effort to meet overall Agency goals.

*Since 8(a)s are SDBs, EPA, in essence, has an SDB goal of 10.5%
www.epa.gov/osdbu

www.epa.gov/osdbu

19.202-1 -- Encouraging Small Business Participation In Acquisitions.

- Divide proposed acquisitions of supplies and services (except construction) into reasonably small lots (not less than economic production runs) to permit offers on quantities less than the total requirement.
- Plan acquisitions such that, if practicable, more than one small business concern may perform the work, if the work exceeds the amount for which a surety may be guaranteed by SBA against loss under 15 U.S.C.694b.
- Ensure that delivery schedules are established on a realistic basis that will encourage small business participation to the extent consistent with the actual requirements of the Government.
- Encourage prime contractors to subcontract with small business concerns (see Subpart 19.7).

Definition:
"RULE OF TWO" - Small Business Set-Aside
FAR 19.502-2 (a)

The contracting officer shall set-aside an acquisition for small business participation when there is a reasonable expectation that offers will be obtained from at least two responsible small business concerns that are competitive in terms of market prices, quality, and delivery.



Subcontracting



FAR Part 19.702(1) requires subcontracting plans.

- Plans are required when a contract or contract modification is expected to exceed \$550,000 (or \$1,500,000 for construction). The plan states the extent to which the prime contractor will use Small Businesses, SDBs, WOSBs, HUBZones, and SDVOSBs as subcontractors.
- OAM developed a model subcontracting plan outline for reference. Two of the key elements to be included in the plans are:
 - ◆ The percentages of the total subcontract dollars planned for Small Businesses, SDBs, WOSBs, HUBZones and SDVOSBs.
 - ◆ A summary of the work to be performed by these firms.
- EPAAR 1519.705-4 requires offerors to obtain advice and recommendations from OSDBU when approving subcontracting plans.

Subcontracting (Cont.)

- OSDBU reviews the plan to determine whether the prime contractor has complied with EPA's subcontracting goals.
- **The Goals for FY'06/07 Subcontracting are:**

Small Business	50.0%
Small Disadvantaged Business	20.0%
Women-Owned Small Business	7.5%
HUBZone Business	3.0%
Service Disabled Veteran-Owned Small Business	3.0%
- Upon reviewing the plans, OSDBU recommends to the CO whether the plan should be approved or disapproved.
- Prime contractors report actual accomplishments through the new Electronic Subcontracting Reporting System (eSRS). For more information, visit www.esrs.gov.
 - ◆ SF-294 - Subcontracting Report for Individual Contracts
 - ◆ SF-295 - Summary Subcontract Report

Subcontracting (Cont.)

OSDBU is very concerned that many of the Agency's prime contractors have not been meeting their subcontracting goals. OSDBU strongly encourages OAM and program offices to look more closely at subcontracting in the post award administration of awarded contracts. We have also begun to call contractors in to meet with them on this issue.

Small Business Vendor Profile Database

The system has been developed to track Small, Small Disadvantaged, Minority, Women-Owned, HUBZone, Service Disabled Veteran-Owned, and American Indian/Alaska Native businesses, as well as HBCUs, HACUs and MIs available to do business with EPA. This database provides a means to search and retrieve vendors by ownership, NAICS Codes, corporate capabilities, SBA 8(a) status, and other designations as desired. The public has access through the WEB.

<http://cfpub.epa.gov/sbvps>



Tips for Marketing to the U.S. Environmental Protection Agency

- Marketing is a challenging effort for small businesses. It can be difficult to know how to best direct scarce resources to get the greatest return in terms of incoming business. This item contains seven marketing tips that you may find useful as you prepare to market to the U.S. Environmental Protection Agency (EPA).
- *1. Research the Federal Procurement Data System (FPDS) maintained by GSA.* Review the top 5 to 10 industry procurement totals for EPA and for the specific program operating within EPA at <https://www.fpds.gov/>. Analyze the FPDS data to determine what the major procurement buying activities are for each operating administration. This research may indicate whether your specific NAICS code, or niche industry, has potential procurement opportunities.

2. Focus on your business successes with other government agencies and use them to help you decide which opportunities you will pursue.

- If you have had success in one Federal Agency in a specific NAICS category and you learn from your research above that EPA conducts procurements within that same NAICS category-leverage that past success with strong past performances references.

3. Familiarize yourself with your potential client's goals and objectives.

- Review EPA's annual budget information, Strategic Plan –
- www.epa.gov/ocfo/plan/plan.htm
- and Annual Performance Plan –
- <http://www.epa.gov/adminweb/budget>

4. Develop key networking strategies.

- Make a point of meeting and speaking with other EPA prime and sub- contractors that have successfully worked on environmental-related contracts in the past to learn from their experiences and to evaluate potential teaming opportunities. Learn more about the EPA Mentor Protégé Program at www.epa.gov/osdbu/pdfs/protege.pdf

4. Develop key networking strategies (continued)

- Get to know the trade associations that are in your industry niche- especially the ones that are active in the geographic area in which you conduct business.
- **Register with the Central Contractor Registration (CCR) for greater visibility**
- Contracting Officers and prime contractors use the Department of Defense's (DOD) CCR database to find small, disadvantaged and women-owned businesses. Be sure that they can find you by registering in the database at <http://www.ccr.gov/> and be sure to keep your company's email address and profile up to date.

5. Know your client!!

■ **DO YOUR HOMEWORK!!!**

Review the web site of any of the EPA program offices that procure what you have to sell. Review the agency's strategic and annual performance plans and take a look at the EPA web site <http://www.epa.gov/>

■ *6. Be credit card accessible.*

As a small business it is critical that you become credit card accessible. The trend in federal procurement increasingly involves the use of credit cards for purchases.

EPA Regional Small Business Coordinators by States

Region 1 - Sharon Molden

(617) 918-1062

CT, MA, ME, NH, RI, VT

Region 2 - Michele Junker

(212) 637-3418

NJ, NY, PR, VI

Region 3 - Romona McQueen

(215) 814-5155

DC, DE, MD, PA, VA, WV

Region 4 - Josephine Brown

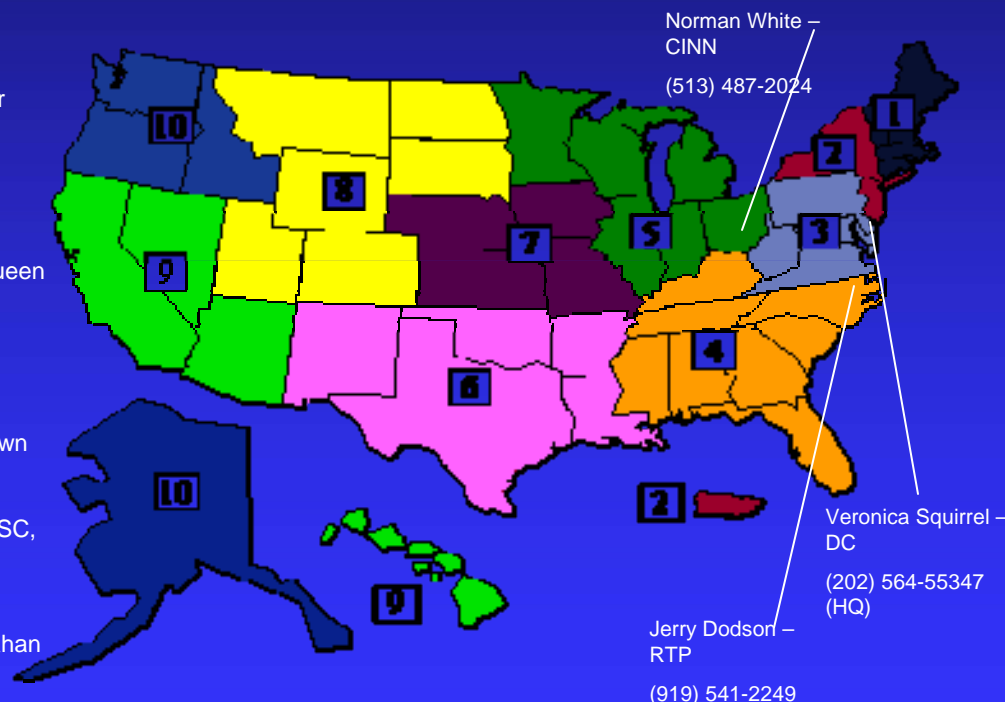
(404) 562-9634

AL, FL, GA, KY, MS, NC, SC, TN

Region 5 - Adrienne Callahan

(312) 353-5556

IL, IN, MI, MN, OH, WI



Region 6 - Debora Bradford

(214) 665-7406

AR, LA, NM, OK, TX

Region 7 - Chester Stovall

(913) 551-7549

IA, KS, MO, NE

Region 8 - Marshall Pullman

(303) 312-6499

CO, MT, ND, SD, UT, WY

Region 9 - Joseph Ochab

(415) 972-3761

AZ, CA, HI, NV, AS, GU

Region 10 - Valerie Badon

(206) 553-1141

AK, ID, OR, WA

OSDBU Counseling Sessions For Calendar Year 2008

- **March 13, 2008** **EPA OSDBU Woman Owned
Small Business Counseling Session**
- **July 17, 2008** **EPA OSDBU Hubzone Small
Business Counseling Session**
- **September 11, 2008** **EPA OSDBU HBCU/ MIs Counseling
Session**
- **October 16, 2008** **EPA OSDBU Small Business Session/
Environmental Cleanup/ Brownfields
Counseling Business**
- **November 13, 2008** **Service Disabled Veterans Owned
Small Business EPA OSDBU Small
Business Counseling Session**

Thank you for your Support



Lamont O. Norwood
Direct Procurement Team Leader
(202) 566-2933
norwood.lamont@epa.gov